

FOR IMMEDIATE RELEASE | November 11, 2021

Contact: [MacKenzie Taylor](mailto:MacKenzie.Taylor@discoverpeoria.com) | 309-282-3287

Discover Peoria Along with 13 Other Community Organizations Kick-Off the Holiday Season with the Shop Local 365 Initiative

The kick-off also will include a ribbon-cutting, celebrating the opening of the Discover Peoria Pop-Up Shop located at The Shoppes of Grand Prairie.

Peoria, IL- The Peoria Area Convention and Visitors Bureau (Discover Peoria), the Peoria Area Chamber of Commerce, the Greater Peoria Economic Development Council (GPEDC), Peoria County, the Pekin Area Chamber of Commerce and eight other community organizations are excited to kick-off the holiday campaign, Shop Local 365 and a celebrate the ribbon-cutting of the Discover Peoria Peoria Pop-Up Shop on **Monday, November 15, at 11:30 a.m.** at the **Discover Peoria Pop-Up Shop** located at The Shoppes of Grand Prairie in Peoria.

Expected to speak at the press conference will be **J.D. Dalfonso**, President/CEO of Discover Peoria, **Joshua Gunn**, President/CEO of the Peoria Area Chamber of Commerce, **Amy Whiting-McCoy**, Executive Director of the Pekin Area Chamber of Commerce, **David Aduama Jackson**, Communications Manager for the Greater Peoria Economic Development Council and **Leigh Ann Brown**, CEO/Executive Director of the Morton Economic Development Council and the Morton Chamber of Commerce.

What: The Shop Local 365 & Discover Peoria Pop-Up Shop Press Conference

Where: Discover Peoria Pop-Up Shop at The Shoppes of Grand Prairie (5201 W War Memorial Dr, Suite 525, Peoria, IL 61615 - the shop is next to Marshalls, enter the store from the inside of the mall)

When: 11:30 a.m., Monday, November 15.

Why: A kick-off event for the Shop Local 365 Holiday Initiative and ribbon cutting for the Discover Peoria Pop-Up Shop.

This coalition of community organizations has come together to revitalize the Shop Local 365 campaign for the holiday season. After last year's successful campaign of Shop Local Saturdays, the goal is to continue off that momentum and bolster our small businesses this holiday season while highlighting their resiliency over the last two years. Learn more about [Shop Local 365](#).

The goal of the Discover Peoria Pop-Up Shop is to give residents of central Illinois an opportunity to purchase Greater Peoria merchandise to show their hometown pride this holiday season and provide the opportunity to small businesses and community partners to sell their locally made goods in the store. The Peoria Area Chamber of Commerce will be facilitating the ribbon-cutting ceremony. Learn more about the [Discover Peoria Pop-Up Shop](#).

###

Community Organizations Involved: Discover Peoria, Peoria Area Chamber of Commerce, Greater Peoria Economic Development Council, Peoria County, Downtown Development Corporation of Peoria, ArtsPartners of Central Illinois, Pekin Area Chamber of Commerce, Washington Chamber of Commerce, Morton Chamber of Commerce/Morton Economic Development Council, East Peoria Chamber of Commerce, City of Chillicothe, Village of Princeville, City of Elmwood and Canton/Fulton County.

For media inquiries or more information: MacKenzie Taylor, Strategic Communications Manager, Peoria Area Convention and Visitors Bureau. Email: mtaylor@peoria.org // Direct line: 309-282-3287.